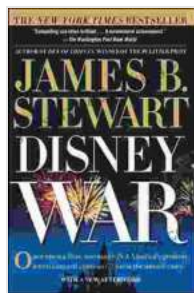


Disneywar: The Battle for the Magic Kingdom

In 2004, James Stewart published *Disneywar*, a captivating and comprehensive account of the power struggle between Roy E. Disney and Michael Eisner, two of the most influential figures in the entertainment industry.



DisneyWar by James B. Stewart

★★★★☆ 4.6 out of 5

Language	: English
File size	: 1265 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 620 pages



Stewart, a former reporter for *The New York Times*, provides an insider's view of the bitter battle for control of The Walt Disney Company. He reveals the high-stakes maneuvering, corporate intrigue, and personal animosity that ultimately led to Eisner's ouster.

Disneywar is a must-read for anyone interested in the inner workings of one of the world's most beloved companies. It is a fascinating and detailed account of a corporate power struggle that had a profound impact on the entertainment industry.

The Battle for the Magic Kingdom

The Walt Disney Company is one of the most successful and beloved companies in the world. But in the late 1990s and early 2000s, the company was embroiled in a bitter power struggle that threatened to tear it apart.

On one side was Roy E. Disney, the son of Walt Disney and a longtime member of the company's board of directors. On the other side was Michael Eisner, the CEO of Disney who had been brought in to revive the company in the early 1990s.

Eisner had been a successful CEO, but his relationship with Roy Disney had become increasingly strained in recent years. Disney felt that Eisner was too focused on short-term profits and not enough on the company's long-term health. He also believed that Eisner was too willing to compromise the company's values in Free Download to make a buck.

In 2003, Disney and his allies on the board of directors launched a campaign to oust Eisner. The battle was bitter and public, and it ultimately led to Eisner's ouster in 2005.

The Inside Story

Stewart's book provides an insider's view of the Disneywar. He interviewed dozens of key players in the battle, including Roy Disney, Michael Eisner, and other members of the Disney family and board of directors.

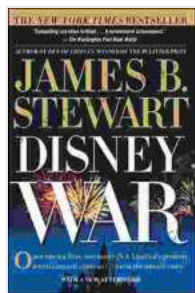
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The Legacy of Disneywar

The Disneywar had a lasting impact on The Walt Disney Company. The company has since become more focused on its core values and less willing to compromise those values in Free Download to make a buck.

The battle also led to a number of changes in the way that the company is governed. The board of directors is now more independent, and the CEO is now subject to more oversight.

The Disneywar was a difficult time for The Walt Disney Company, but it ultimately led to a number of positive changes. The company is now stronger and more focused on its core values than ever before.



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